

Bonanza to Inaugurate Service to Village Friday

Two plane-loads of civic and airline officials will land at Palm Springs Airport tomorrow morning, inaugurating regular daily Bonanza flight schedules from the resort city.

Bonanza's twice-daily, year-round airline service begins with arrival of planes from Los Angeles and Phoenix.

The new service provides daily eastward and westbound flights and, for the first time, offers eastern travelers the chance to reach Palm Springs directly from Phoenix, Bonanza officials said.

PREVIOUSLY, IT was necessary for westbound travelers to fly all the way to Los Angeles and board another plane for Palm Springs, it was pointed out. The new schedule also now gives area residents flights east, eliminating the necessity for making connections in Los Angeles.

The first Bonanza plane to land here will come from Los Angeles and is scheduled to touch down at 10:38 a.m. The second flight, from Phoenix, will land at 10:45 a.m.

BONANZA OFFICIALS on board the inaugural flight include Edmond Converse, president; Roger

Converse, vice president; Myron Reynolds, vice president of operations; William J. Mitchell, vice president for traffic and sales, and Tommy Martin, Palm Springs station manager.

Civic officials and executives from other airlines on board the Los Angeles flight at Ray Allen, Los Angeles Chamber of Commerce transportation manager; Frank M. Burg, American Airlines regional sales director; Frank S. Donant, Trans World Airlines district sales manager; Norman C. Geiger, Continental Airlines district sales manager.

T. P. HARRIS, Delta Air Lines district sales manager; Joe Hornsby, CAA aviation safety inspector; Fred Hunter, west coast editor for American Aviation magazine; Glen B. Justice, United Air Lines district sales manager; John J. Lillis, Pan American World Airways district sales manager.

J. F. Long, United Airlines, Los Angeles sales division manager, and Kendall J. Mau, vice president of Gaynor & Ducas Advertising Company.

Among those on board the Phoenix flight are J. D. Inderrieden, Trans World Airlines district sales manager; Earl Passwater, Frontier Airlines district sales manager; Ralph Radcliffe, American Airlines district sales manager, and Bruce Ryan, Bonanza Air Lines Phoenix regional sales manager.

